

**SOUTH HAMS DISTRICT COUNCIL
WEST DEVON BOROUGH COUNCIL
Sponsorship Framework**

Introduction

This document sets out South Hams District Council and West Devon Borough Council (“the Council(s)”) definition of 'sponsorship' and the terms upon which sponsorship may be both sought and accepted by the Councils.

1 Definition

1.1 For the purposes of this policy sponsorship is defined as:

between

“an agreement the Council and a sponsor, whereby the Council receives either money or other tangible benefit for an event, campaign, or initiative, from an organisation or individual who in turn gains publicity or other benefits”

2 Objectives

2.1 To ensure that the Council maximises revenue through commercial sponsorship for appropriate events, campaigns or initiatives whilst also offering sponsors attractive packages resulting in value for money for both parties.

2.2 To ensure that the Council's position and reputation are adequately protected in sponsorship agreements.

2.3 To ensure that the Council adopts a fair, consistent and professional approach towards sponsorship.

2.4 To ensure value for money is obtained and provided in sponsorship arrangements.

2.5 To protect Members and Officers from allegations of inappropriate dealings or relationships with sponsors.

3 General Principles

3.1 The Council will consider approaches from potential sponsors in accordance with this policy and may actively seek opportunities to work with local, regional and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with its Priorities.

3.2 The Council will not consider agreements for sponsorship from:

3.2.1 Organisations not complying with the Code of Practice of the Advertising Standards Authority;

3.2.2 Organisations in financial, planning, legal or other conflict or dispute with the Council;

3.2.3 Organisations with a political purpose, including pressure groups and trade unions;

3.2.4 Organisations involved in the promotion of any activity that is unlawful under Equality and Diversity legislation;

3.2.5 Organisations with any record of unlawful activity either in the past or currently in the judicial system;

3.2.6 Organisations involved in gambling or the production and sale of weaponry including firearms;

3.2.7 Manufacturers of tobacco, alcohol or pornography.

3.3 The list above is not exhaustive, and the Council retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the Council, in its sole discretion, considers inappropriate or incompatible with its Priorities.

3.4 The Council will at all times comply with its Contract and Financial Procedure Rules and may, in accordance with those Rules, advertise a sponsorship opportunity to potential sponsors.

4 Procedures

4.1 The Council will generally advertise details of sponsorship opportunities on its website. In cases where the proposed opportunity exceeds £5,000 in monetary and/or benefits in kind, the Council's Solicitor and Corporate Procurement Officer should be consulted as additional steps may need to be taken to advertise the opportunity.

4.2 If the Council is approached by a potential sponsor, they will be directed to the nominated Officer in the relevant department. The Officer must assess the suitability of the sponsor and liaise with the Executive Portfolio Holder (SH)/Chair and Vice Chair (WD) in conjunction with the Head of Service on the sponsorship proposal with larger opportunities coming back to the Executive (SH)/ Resources Committee (WD) on a case by case basis.

4.3 Every approved sponsor will be required to enter into a written sponsorship agreement with the Council. The Officer must immediately inform the Legal Department once the sponsor has been approved and forward a work request form and approved heads of term. The Legal Department will prepare the Sponsorship Agreement and forward to the sponsor for approval and signature.

4.4 The Council will maintain a sponsorship register on its website. The Officer must enter the completed sponsorship agreement on this register and remove it once the sponsorship period has expired.

4.5 The Officer must approve the suitability, nature and content of any publicity or advertising proposed by the sponsor. The Council has a strong corporate identity and materials must not detract from this.

5 Disclaimer

5.1 Acceptance of sponsorship does not imply endorsement of products or services by the Council.

5.2 The Council provides no guarantees to the sponsor as to the success or otherwise of any publicity or other sponsorship opportunities. No refunds will be provided by the Council in these circumstances.

6 Conflict of Interest

6.1 Council Officers and Members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of sponsorship with that particular organisation.